



WTIC-TV

ORDER

Print Date 11/01/12

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Flight Dates 10/30/12-11/06/12

Contract / Revision 399764 - 1

Original Date / Revision

11/01/12 11/01/12

Advertiser LMcMahon/Republican/ Sen

Agency Mentzer Media Services Inc

Buying Contact

600 Fairmont Ave
Suite 306
Towson, MD 21286

Product

LINDA MCMAHON 4 SEN

Agency Com 15%

Billing Contact

600 Fairmont Ave
Suite 306
Towson, MD 21286

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 1519

Alt Order # 06384464

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL4

Priority 01

Advertiser Ref

Primary Account Executive

Jordan Johannessen

Account Executive Order% Start Date End Date

Jordan Johannessen 100%

Order Share 7% Market Value 406071

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	33%	134003
4WVIT	24%	97457
5WTNH	36%	146185
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	35	\$24,161.25	\$28,425.00	0.00	10/29/12	11/06/12	35	\$24,161.25	\$28,425.00
Totals	35	\$24,161.25	\$28,425.00	0.00					

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	61	11/01/12	11/01/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	--- 1---	:30	1	\$275.00	11	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--- 1---			1		\$275.00		0.00				
2	61	10/30/12	11/02/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	- TWTF - -	:30	4	\$275.00	11	0.00	NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	- TWTF - -			4		\$275.00		0.00				
E 3	61	10/31/12	11/02/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	- - WTF - -	:30	3	\$175.00	11	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	- - WTF - -			3		\$175.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	61	10/29/12-11/04/12		M-F 8a-9a	8a-9a		- - WThF - - - -	:30	(\$175.00)		0.00	NM		
Credited															
4	61	10/30/12	11/02/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	- TWTF - -	:30	4	\$200.00	11	0.00	NM	4	\$800.00



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Contract / Revision **399764- 1** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 11/01/12/ 11/01/12

Order Sep 00:15:00

Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SEN** Estimate # **1519**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
4	61	10/30/12	11/02/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	- TWTF - -	:30	4	\$200.00	11	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -					4	\$200.00		0.00			
5	61	10/30/12	11/02/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	- TWTF - -	:30	4	\$300.00	11	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -					4	\$300.00		0.00			
6	61	10/31/12	10/31/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	- - 1 - - - -	:30	1	\$950.00	11	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- - 1 - - - -					1	\$950.00		0.00			
7	61	11/02/12	11/02/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	- - - - 1 - -	:30	1	\$950.00	01	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- - - - 1 - -					1	\$950.00		0.00			
8	61	10/30/12	11/02/12	M-F News at Ten News at Ten	CM	10p-11p	- TWTF - -	:30	4	\$1,400.00	01	0.00	NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -					4	\$1,400.00		0.00			
9	61	10/30/12	11/02/12	M-F News at 11pm News at 11pm	CM	11p-1135p	- TWTF - -	:30	4	\$375.00	01	0.00	NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -					4	\$375.00		0.00			
10	61	10/31/12	10/31/12	Wed Prime Rotator X-Factor	CM	8p-10p	- - 3 - - - -	:30	3	\$4,000.00	01	0.00	NM	3	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- - 3 - - - -					3	\$4,000.00		0.00			
11	61	11/03/12	11/03/12	Sa 10p-11p Sa 10p-11p	CM	10p-11p	- - - - - 1 -	:30	1	\$900.00	01	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- - - - - 1 -					1	\$900.00		0.00			
12	61	11/05/12	11/05/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	1 - - - - -	:30	1	\$275.00	01	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1 - - - - -					1	\$275.00		0.00			
13	61	11/05/12	11/05/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	1 - - - - -	:30	1	\$200.00	01	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1 - - - - -					1	\$200.00		0.00			
14	61	11/05/12	11/05/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	1 - - - - -	:30	1	\$375.00	01	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1 - - - - -					1	\$375.00		0.00			
15	61	11/05/12	11/05/12	M-F News at Ten News at Ten	CM	10p-11p	1 - - - - -	:30	1	\$1,400.00	01	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1 - - - - -					1	\$1,400.00		0.00			
16	61	11/05/12	11/05/12	M-F News at 11pm News at 11pm	CM	11p-1135p	1 - - - - -	:30	1	\$375.00	01	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1 - - - - -					1	\$375.00		0.00			



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Contract / Revision **399764- 1** Flight Dates **10/30/12-11/06/12**Hiatus DatesOriginal Date / Revision 11/01/12/ 11/01/12Order Sep 00:15:00Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SEN** Estimate # **1519**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
16	61	11/05/12	11/05/12	M-F News at 11pm News at 11pm	CM	11p-1135p	1-----	:30	1	\$375.00	01	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$375.00		0.00			
N 17	61	11/06/12	11/06/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	-1-----	:30	1	\$175.00	11	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	-1-----					1	\$175.00		0.00			
Totals														35	\$28,425.00